



WPEC  
1100 Fairfield Dr.  
West Palm Beach, FL 33407

Crossroads Media-Alexandria  
66 Canal Center Plaza  
Ste 555  
Alexandria, VA 22314

# Contract # 1400736

## Schedule Dates

10/30/12-11/05/12

## Advertiser

American Crossroads (41509)

## Agency

Crossroads Media-Alexandria (2097)

## Product

POLITICAL CANDIDATE SUPER PAC (ns) (1386)

## Brand

AMER CROSSROAD 10/30 (462055)

## Salesperson

TeleRep/DC, Washington DC (2995)

## Sales Office

TeleRep Washington DC

## Buyer Name

SANTUOSO, MICHELLE

## Phone/Fax

/

## CPE

11/27/1274

## Account Types

National/Political Issue Agency BRD

## Billing Type

Weekly/Irregular

## Comments

AMER CROSSROAD 10/30  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Date Entered 10/25/12

Last Modified

Entered By Nancy Britus

CO-OP No

Headline # 06395726

Demo A35+R

Order Type Normal

Package Deal

Commission % 15.00

Commission \$10,788.75

Net Total \$61,136.25

Sales Tax

West Palm Beach (WPEC)  
By Broadcast Month Spots Rate

Nov. 2012 60 \$71,925.00

Grand Total: 60 \$71,925.00

NB  
10/25/12

| Line     | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times                       | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate       | Total      | Station                | Comments | Entered  |
|----------|--------------------------------|-------------------|-----|--------|---------------------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|------------------------|----------|----------|
| Est 1.0  | Unapproved (NewL) / SPOT       | 11/02/12-11/02/12 | 3   | :30    | 10A-11A (EST)                   |     |    |    |    |    | 1  |    |    | 1     | \$425.00   | \$425.00   | West Palm Beach (WPEC) |          | 10/25/12 |
| Est 2.0  | Unapproved (NewL) / Prime      | 11/02/12-11/02/12 | 3   | :30    | 10P-CBS-Blue Bloods (Friday)    |     |    |    |    |    | 1  |    |    | 1     | \$3,750.00 | \$3,750.00 | West Palm Beach (WPEC) |          | 10/25/12 |
| Est 3.0  | Unapproved (NewL) / SPOT       | 11/02/12-11/02/12 | 3   | :30    | 11:35P-12:35A (EST)             |     |    |    |    |    | 1  |    |    | 1     | \$425.00   | \$425.00   | West Palm Beach (WPEC) |          | 10/25/12 |
| Est 4.0  | Unapproved (NewL) / SPOT       | 11/02/12-11/02/12 | 3   | :30    | 12P-12:30P (EST)                |     |    |    |    |    | 1  |    |    | 1     | \$650.00   | \$650.00   | West Palm Beach (WPEC) |          | 10/25/12 |
| Est 5.0  | Unapproved (NewL) / SPOT       | 11/02/12-11/02/12 | 3   | :30    | 4P-5P (EST)                     |     |    |    |    |    | 1  |    |    | 1     | \$650.00   | \$650.00   | West Palm Beach (WPEC) |          | 10/25/12 |
| Est 6.0  | Unapproved (NewL) / SPOT       | 11/02/12-11/02/12 | 3   | :30    | 5:30A-6A (EST)                  |     |    |    |    |    | 1  |    |    | 1     | \$650.00   | \$650.00   | West Palm Beach (WPEC) |          | 10/25/12 |
| Est 7.0  | Unapproved (NewL) / SPOT       | 11/02/12-11/02/12 | 3   | :30    | 5:30P-6P (EST)                  |     |    |    |    |    | 1  |    |    | 1     | \$950.00   | \$950.00   | West Palm Beach (WPEC) |          | 10/25/12 |
| Est 8.0  | Unapproved (NewL) / SPOT       | 11/02/12-11/02/12 | 3   | :30    | 6:30P-7P (EST)                  |     |    |    |    |    | 1  |    |    | 1     | \$1,500.00 | \$1,500.00 | West Palm Beach (WPEC) |          | 10/25/12 |
| Est 9.0  | Unapproved (NewL) / SPOT       | 11/02/12-11/02/12 | 3   | :30    | 7A-9A (EST)                     |     |    |    |    |    | 1  |    |    | 1     | \$425.00   | \$425.00   | West Palm Beach (WPEC) |          | 10/25/12 |
| Est 10.0 | Unapproved (NewL) / SPOT       | 11/02/12-11/02/12 | 3   | :30    | 7:30P-8P (EST)                  |     |    |    |    |    | 1  |    |    | 1     | \$650.00   | \$650.00   | West Palm Beach (WPEC) |          | 10/25/12 |
| Est 11.0 | Unapproved (NewL) / Prime      | 11/02/12-11/02/12 | 3   | :30    | 8P-CBS-Undercover Boss (Friday) |     |    |    |    |    | 1  |    |    | 1     | \$2,000.00 | \$2,000.00 | West Palm Beach (WPEC) |          | 10/25/12 |
| Est 12.0 | Unapproved (NewL) / SPOT       | 11/02/12-11/02/12 | 3   | :30    | 9A-10A (EST)                    |     |    |    |    |    | 1  |    |    | 1     | \$375.00   | \$375.00   | West Palm Beach (WPEC) |          | 10/25/12 |

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

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Buyer Name SANTUOSO, MICHELLE  
Phone/Fax /  
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| Est 13.0 | Unapproved (NewL) / Prime      | 11/05/12-11/05/12 | 3   | :30    | 10P- CBS-Hawaii Five-O (Monday) | 1   |    |    |    |    |    |    |    | 1     | \$3,750.00 | \$3,750.00 | West Palm Beach (WPEC) |          | 10/25/12 |
| Est 14.0 | Unapproved (NewL) / SPOT       | 11/05/12-11/05/12 | 3   | :30    | 11P- 11:35P (EST)               | 1   |    |    |    |    |    |    |    | 1     | \$1,300.00 | \$1,300.00 | West Palm Beach (WPEC) |          | 10/25/12 |
| Est 15.0 | Unapproved (NewL) / SPOT       | 11/05/12-11/05/12 | 5   | :30    | 12:30P- 4P (EST)                | 1   |    |    |    |    |    |    |    | 1     | \$550.00   | \$550.00   | West Palm Beach (WPEC) |          | 10/25/12 |
| Est 16.0 | Unapproved (NewL) / SPOT       | 11/05/12-11/05/12 | 3   | :30    | 5A- 5:30A (EST)                 | 1   |    |    |    |    |    |    |    | 1     | \$375.00   | \$375.00   | West Palm Beach (WPEC) |          | 10/25/12 |
| Est 17.0 | Unapproved (NewL) / SPOT       | 11/05/12-11/05/12 | 3   | :30    | 5P- 5:30P (EST)                 | 1   |    |    |    |    |    |    |    | 1     | \$950.00   | \$950.00   | West Palm Beach (WPEC) |          | 10/25/12 |
| Est 18.0 | Unapproved (NewL) / SPOT       | 11/05/12-11/05/12 | 3   | :30    | 6P- 6:30P (EST)                 | 1   |    |    |    |    |    |    |    | 1     | \$1,125.00 | \$1,125.00 | West Palm Beach (WPEC) |          | 10/25/12 |
| Est 19.0 | Unapproved (NewL) / SPOT       | 11/05/12-11/05/12 | 3   | :30    | 6A- 7A (EST)                    | 1   |    |    |    |    |    |    |    | 1     | \$650.00   | \$650.00   | West Palm Beach (WPEC) |          | 10/25/12 |
| Est 20.0 | Unapproved (NewL) / SPOT       | 11/05/12-11/05/12 | 3   | :30    | 7P- 7:30P (EST)                 | 1   |    |    |    |    |    |    |    | 1     | \$950.00   | \$950.00   | West Palm Beach (WPEC) |          | 10/25/12 |
| Est 21.0 | Unapproved (NewL) / SPOT       | 11/05/12-11/05/12 | 3   | :30    | 9A- 10A (EST)                   | 1   |    |    |    |    |    |    |    | 1     | \$375.00   | \$375.00   | West Palm Beach (WPEC) |          | 10/25/12 |
| Est 22.0 | Unapproved (NewL) / Football   | 11/03/12-11/03/12 | 4   | :30    | 8P- Sports-CBS SEC Football 2   | 1   |    |    |    |    |    |    |    | 1     | \$1,500.00 | \$1,500.00 | West Palm Beach (WPEC) |          | 10/25/12 |
| Est 23.0 | Unapproved (NewL) / SPOT       | 11/03/12-11/03/12 | 3   | :30    | 11P- 11:35P (EST)               | 1   |    |    |    |    |    |    |    | 1     | \$1,300.00 | \$1,300.00 | West Palm Beach (WPEC) |          | 10/25/12 |
| Est 24.0 | Unapproved (NewL) / SPOT       | 11/03/12-11/03/12 | 3   | :30    | 11:35P- 12:05A (EST)            | 1   |    |    |    |    |    |    |    | 1     | \$375.00   | \$375.00   | West Palm Beach (WPEC) |          | 10/25/12 |
| Est 25.0 | Unapproved (NewL) / SPOT       | 11/03/12-11/03/12 | 3   | :30    | 6A- 7A (EST)                    | 1   |    |    |    |    |    |    |    | 1     | \$275.00   | \$275.00   | West Palm Beach (WPEC) |          | 10/25/12 |

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Brand AMER CROSSROAD 10/30 (462055)

Salesperson TeleRep/DC, Washington DC (2995)

Sales Office TeleRep Washington DC

Buyer Name SANTUOSO, MICHELLE

Phone/Fax /

CPE 11/27/1274

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Entered By Nancy Britus,

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| Est 26.0 | Unapproved (NewL) / SPOT       | 11/03/12-11/03/12 | 3   | :30    | 7P- 7:30P (EST)             |     |    |    |    |    |    | 1  |    | 1     | \$650.00   | \$650.00   | West Palm Beach (WPEC) |          | 10/25/12 |
| Est 27.0 | Unapproved (NewL) / SPOT       | 11/03/12-11/03/12 | 3   | :30    | 7A- 9A (EST)                |     |    |    |    |    |    | 1  |    | 1     | \$650.00   | \$650.00   | West Palm Beach (WPEC) |          | 10/25/12 |
| Est 28.0 | Unapproved (NewL) / Football   | 11/03/12-11/03/12 | 3   | :30    | 8P- Sports-CBS SEC Football |     |    |    |    |    |    | 1  |    | 1     | \$3,750.00 | \$3,750.00 | West Palm Beach (WPEC) |          | 10/25/12 |
| Est 29.0 | Unapproved (NewL) / SPOT       | 11/04/12-11/04/12 | 3   | :30    | 10:30A- 11:30A (EST)        |     |    |    |    |    |    |    | 1  | 1     | \$950.00   | \$950.00   | West Palm Beach (WPEC) |          | 10/25/12 |
| Est 30.0 | Unapproved (NewL) / SPOT       | 11/04/12-11/04/12 | 3   | :30    | 7P- 8P (EST)                |     |    |    |    |    |    |    | 1  | 1     | \$5,600.00 | \$5,600.00 | West Palm Beach (WPEC) |          | 10/25/12 |
| Est 31.0 | Unapproved (NewL) / SPOT       | 11/04/12-11/04/12 | 3   | :30    | 8A- 9A (EST)                |     |    |    |    |    |    |    | 1  | 1     | \$375.00   | \$375.00   | West Palm Beach (WPEC) |          | 10/25/12 |
| Est 32.0 | Unapproved (NewL) / SPOT       | 11/04/12-11/04/12 | 3   | :30    | 9A- 10:30A (EST)            |     |    |    |    |    |    |    | 1  | 1     | \$1,675.00 | \$1,675.00 | West Palm Beach (WPEC) |          | 10/25/12 |
| Est 33.0 | Unapproved (NewL) / SPOT       | 11/01/12-11/01/12 | 3   | :30    | 11P- 11:35P (EST)           |     |    |    |    |    |    |    | 1  | 1     | \$1,300.00 | \$1,300.00 | West Palm Beach (WPEC) |          | 10/25/12 |
| Est 34.0 | Unapproved (NewL) / SPOT       | 11/01/12-11/01/12 | 5   | :30    | 12:30P- 4P (EST)            |     |    |    |    |    |    |    | 1  | 1     | \$550.00   | \$550.00   | West Palm Beach (WPEC) |          | 10/25/12 |
| Est 35.0 | Unapproved (NewL) / SPOT       | 11/01/12-11/01/12 | 3   | :30    | 5A- 5:30A (EST)             |     |    |    |    |    |    |    | 1  | 1     | \$375.00   | \$375.00   | West Palm Beach (WPEC) |          | 10/25/12 |
| Est 36.0 | Unapproved (NewL) / SPOT       | 11/01/12-11/01/12 | 3   | :30    | 5P- 5:30P (EST)             |     |    |    |    |    |    |    | 1  | 1     | \$950.00   | \$950.00   | West Palm Beach (WPEC) |          | 10/25/12 |
| Est 37.0 | Unapproved (NewL) / SPOT       | 11/01/12-11/01/12 | 3   | :30    | 6P- 6:30P (EST)             |     |    |    |    |    |    |    | 1  | 1     | \$1,125.00 | \$1,125.00 | West Palm Beach (WPEC) |          | 10/25/12 |
| Est 38.0 | Unapproved (NewL) / SPOT       | 11/01/12-11/01/12 | 3   | :30    | 6A- 7A (EST)                |     |    |    |    |    |    |    | 1  | 1     | \$650.00   | \$650.00   | West Palm Beach (WPEC) |          | 10/25/12 |

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| Est 39.0 | Unapproved (NewL) / SPOT       | 11/01/12-11/01/12 | 3   | :30    | 7P-7:30P (EST)        |     |    |    |    | 1  |    |    |    | 1     | \$950.00   | \$950.00   | West Palm Beach (WPEC) |                  | 10/25/12 |
| Est 40.0 | Unapproved (NewL) / Prime      | 11/01/12-11/01/12 | 3   | :30    | 8P-9P (EST)           |     |    |    |    | 1  |    |    |    | 1     | \$5,600.00 | \$5,600.00 | West Palm Beach (WPEC) | BIG BANG/2.5 MEN | 10/25/12 |
| Est 41.0 | Unapproved (NewL) / SPOT       | 11/01/12-11/01/12 | 3   | :30    | 9A-10A (EST)          |     |    |    |    | 1  |    |    |    | 1     | \$375.00   | \$375.00   | West Palm Beach (WPEC) |                  | 10/25/12 |
| Est 42.0 | Unapproved (NewL) / SPOT       | 10/30/12-10/30/12 | 3   | :30    | 11P-11:35P (EST)      |     |    |    |    | 1  |    |    |    | 1     | \$1,300.00 | \$1,300.00 | West Palm Beach (WPEC) |                  | 10/25/12 |
| Est 43.0 | Unapproved (NewL) / SPOT       | 10/30/12-10/30/12 | 5   | :30    | 12:30P-4P (EST)       |     |    |    |    | 1  |    |    |    | 1     | \$550.00   | \$550.00   | West Palm Beach (WPEC) |                  | 10/25/12 |
| Est 44.0 | Unapproved (NewL) / SPOT       | 10/30/12-10/30/12 | 3   | :30    | 5A-5:30A (EST)        |     |    |    |    | 1  |    |    |    | 1     | \$375.00   | \$375.00   | West Palm Beach (WPEC) |                  | 10/25/12 |
| Est 45.0 | Unapproved (NewL) / SPOT       | 10/30/12-10/30/12 | 3   | :30    | 5P-5:30P (EST)        |     |    |    |    | 1  |    |    |    | 1     | \$950.00   | \$950.00   | West Palm Beach (WPEC) |                  | 10/25/12 |
| Est 46.0 | Unapproved (NewL) / SPOT       | 10/30/12-10/30/12 | 3   | :30    | 6P-6:30P (EST)        |     |    |    |    | 1  |    |    |    | 1     | \$1,125.00 | \$1,125.00 | West Palm Beach (WPEC) |                  | 10/25/12 |
| Est 47.0 | Unapproved (NewL) / SPOT       | 10/30/12-10/30/12 | 3   | :30    | 6A-7A (EST)           |     |    |    |    | 1  |    |    |    | 1     | \$650.00   | \$650.00   | West Palm Beach (WPEC) |                  | 10/25/12 |
| Est 48.0 | Unapproved (NewL) / SPOT       | 10/30/12-10/30/12 | 3   | :30    | 7P-7:30P (EST)        |     |    |    |    | 1  |    |    |    | 1     | \$950.00   | \$950.00   | West Palm Beach (WPEC) |                  | 10/25/12 |
| Est 49.0 | Unapproved (NewL) / Prime      | 10/30/12-10/30/12 | 3   | :30    | 8P-CBS-NCIS (Tuesday) |     |    |    |    | 1  |    |    |    | 1     | \$7,500.00 | \$7,500.00 | West Palm Beach (WPEC) |                  | 10/25/12 |
| Est 50.0 | Unapproved (NewL) / SPOT       | 10/30/12-10/30/12 | 3   | :30    | 9A-10A (EST)          |     |    |    |    | 1  |    |    |    | 1     | \$375.00   | \$375.00   | West Palm Beach (WPEC) |                  | 10/25/12 |
| Est 51.0 | Unapproved (NewL) / SPOT       | 10/31/12-10/31/12 | 3   | :30    | 10A-11A (EST)         |     |    |    |    | 1  |    |    |    | 1     | \$425.00   | \$425.00   | West Palm Beach (WPEC) |                  | 10/25/12 |
| Est 52.0 | Unapproved (NewL) / SPOT       | 10/31/12-10/31/12 | 3   | :30    | 11:35P-12:35A (EST)   |     |    |    |    | 1  |    |    |    | 1     | \$425.00   | \$425.00   | West Palm Beach (WPEC) |                  | 10/25/12 |

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| Est 53.0 | Unapproved (New) / SPOT        | 10/31/12-10/31/12 | 3   | :30    | 12P-12:30P (EST) | 1   |    |    | 1  |    |    |    |    | 1     | \$650.00   | \$650.00   | West Palm Beach (WPEC) |          | 10/25/12 |
| Est 54.0 | Unapproved (New) / SPOT        | 10/31/12-10/31/12 | 3   | :30    | 4P-5P (EST)      | 1   |    |    | 1  |    |    |    |    | 1     | \$650.00   | \$650.00   | West Palm Beach (WPEC) |          | 10/25/12 |
| Est 55.0 | Unapproved (New) / SPOT        | 10/31/12-10/31/12 | 3   | :30    | 5:30A-6A (EST)   | 1   |    |    | 1  |    |    |    |    | 1     | \$650.00   | \$650.00   | West Palm Beach (WPEC) |          | 10/25/12 |
| Est 56.0 | Unapproved (New) / SPOT        | 10/31/12-10/31/12 | 3   | :30    | 5:30P-6P (EST)   | 1   |    |    | 1  |    |    |    |    | 1     | \$950.00   | \$950.00   | West Palm Beach (WPEC) |          | 10/25/12 |
| Est 57.0 | Unapproved (New) / SPOT        | 10/31/12-10/31/12 | 3   | :30    | 6:30P-7P (EST)   | 1   |    |    | 1  |    |    |    |    | 1     | \$1,500.00 | \$1,500.00 | West Palm Beach (WPEC) |          | 10/25/12 |
| Est 58.0 | Unapproved (New) / SPOT        | 10/31/12-10/31/12 | 3   | :30    | 7A-9A (EST)      | 1   |    |    | 1  |    |    |    |    | 1     | \$425.00   | \$425.00   | West Palm Beach (WPEC) |          | 10/25/12 |
| Est 59.0 | Unapproved (New) / SPOT        | 10/31/12-10/31/12 | 3   | :30    | 7:30P-8P (EST)   | 1   |    |    | 1  |    |    |    |    | 1     | \$650.00   | \$650.00   | West Palm Beach (WPEC) |          | 10/25/12 |
| Est 60.0 | Unapproved (New) / SPOT        | 10/31/12-10/31/12 | 3   | :30    | 9A-10A (EST)     | 1   |    |    | 1  |    |    |    |    | 1     | \$375.00   | \$375.00   | West Palm Beach (WPEC) |          | 10/25/12 |

### CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

|                              |              |
|------------------------------|--------------|
| <b>Station and Location:</b> | <b>Date:</b> |
|------------------------------|--------------|

I, Stephanie Maroney

do hereby request station time concerning the following issue:

|  |
|--|
| American Crossroads<br>1401 New York Avenue Suite 1200<br>Washington, DC 20005<br>Treasurer: Margee Clancy |
|--|

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| WPEC #1400734    |                                  |      |       |                |                 |

|                                 |
|---------------------------------|
| <b>Total Charges:</b> \$71,925* |
|---------------------------------|

This broadcast time will be used by: American Crossroads

|  |  |
|--|--|
| <b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b> |  |
| <input type="checkbox"/> Yes   | <input checked="" type="checkbox"/> No |

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Treasurer Margee Clancy

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

8/31/12      Steph Mury      703-299-1760  
Date                      Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted      ☐ Accepted in Part      ☐ Rejected

Lillie K. Roberts      Lillie K. Roberts      Sales Director  
Signature                      Printed Name                      Title



# RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF OF A  
CANDIDATE FOR PUBLIC OFFICE OR AN ISSUE OF  
PUBLIC IMPORTANCE

CANDIDATE/ISSUE: American Crossroads PARTY: \_\_\_\_\_

OFFICE/DESCRIPTION: Issue ELECTION DATE: 11/6/12

INQUIRY MADE BY: Emily Mithman  
Candidate Manager Agency Committee (circle one)

ADDRESS: Crossroads Media - Alexandria  
46 Canal Ctr. Plaza, Suite 555  
Alexandria, VA 22314

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

Information Requested: Avails & Rates

Final Disposition: Order Placed \$71,925=

If Committee, list officers and position: Treasurer: Margee Clancy

TAKEN BY: Cheyl Blair / DATE: \_\_\_\_\_ TIME: \_\_\_\_\_  
T Rep Wash